

THE INTELLIGENCER.
PUBLISHED DAILY, EXCEPT SUNDAY.
—AT THE—
INTELLIGENCER OFFICE, 25 AND 27
FIFTH, CAMPBELL & HART, PROPRIETORS.

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PER YEAR, BY MAIL, POSTAGE PREPAID.
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Daily, three days in the week.....4 00
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Daily, one day in the week.....1 50
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Weekly, six months.....60

The Daily INTELLIGENCER is delivered by carriers in Wheeling and adjacent towns at 15 cents per week.
Persons wishing to subscribe to this DAILY INTELLIGENCER can do so by calling in their orders to the INTELLIGENCER office on postal card or otherwise. They will be punctually served by carriers.

Notices of Respect and Obituary Notices, 10 cents per inch.
Correspondence containing important news solicited from every part of the surrounding country.
Rejected communications will not be returned unless accompanied by sufficient postage.

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The Intelligencer.

WHEELING, NOVEMBER 9, 1891.

The Business End of It.

Robert Bonner has been a much-talked about man for a generation. He began to be talked about in connection with the great publishing business which his genius founded. Later he has been talked about in connection with the fast horses which his successful business has enabled him to buy and which he owns for his pleasure. Just now Mr. Bonner is being served in all sorts of dishes by reason of the wonderful performance of his mare Sunol.

In an interview about his business methods Mr. Bonner says, "You must call attention to your business in some marked and peculiar way." This he has done to perfection and with results far beyond anything he could have expected. Mr. Bonner had very little money when he took the breath of the good people of his day with what they regarded as ruinous expenditure for newspaper advertising. He advertised liberally because his capital was small and he had to make the most and the best of it and could not afford to drag out an existence.

At the pace of his beginning he might soon have been on the flat of his back if he had not used the newspapers intelligently. His aim was to make his advertisements unlike those of anybody else, and he did it. He did not think it enough to fill a given space. His preference was for very little in the space he paid for, but whatever he put in he was determined to make it striking.

What Mr. Bonner accomplished in the publishing business has been achieved in every line to which the same principles have been applied, and it has been done in small communities as well as large. Some of the most striking advertisements that come under the INTELLIGENCER's eye are in newspapers published in smaller places than Wheeling, advertisements which not only arrest the attention but indicate as clearly as the mercury notes the temperature that the men for whom they speak are getting on in the world.

There is a mistaken idea that it takes a genius to write a paying advertisement. What is required is that advertising the goods shall be thought as important a part of the business as buying them, displaying them for sale or backing them with a salesman who knows how to talk them up. A. T. Stewart used to say that it did not take a salesman to sell his goods—he sold them through the newspapers. The nearer the advertiser can get to the public the more successful he will be. The first thing is to attract attention, the next to hold it. The man who tells buyers what they want to know in a way they can understand, will bring them to his store. In an advertisement an ounce of specialties is worth a pound of generalities.

Moreover the advertiser who knows what he is about does not seek the cheapest, but the best medium. A shrewd advertiser in the East and one of the most successful the country has produced, was approached by the advertising agent of a new publication. "In a year from now," said the agent, "it will cost you twice as much for this space, for then we shall have more circulation than any of our competitors in this city." "Call around when you reach that point," replied the merchant, "and I will pay you three times as much as you ask now. My aim is to reach the people, not to get space cheap, and established character is something I look to as well as circulation."

The Anti-Parnellite Victory.

It was in Cork that the Parnellites thought they could win, if anywhere. Cork was Parnell's own. He sat for it in the House of Commons. In Cork were some of his strongest partisans, men who were ready to begin a breaking of heads on slightest provocation, or on no provocation if there was any reason to think that a stick or a stone would strengthen the Parnell side of the controversy.

Mr. Redmond resigned his seat for Wexford for the honor of carrying Cork for the Parnellites. Mr. Flavin, the butter merchant, has a plurality of 1,500 over Redmond, and beats Redmond and his Unionist running mate together by more than 300 votes. This is a conspicuous triumph for the anti-Parnellites.

If Mr. Parnell's supporters are really the Irish patriots they profess to be, they will take the philosophy out of this lesson, and instead of keeping up a warring bushwhacking fight, turn in once more for the cause of Ireland under the leader who may be chosen by the majority of the Irish members. They made their appeal to the court of their own choosing, and lost. They

cannot dominate the Irish party, and as a faction they would soon play themselves out.

If Irishmen who love their country will pull together, the long effort will not have been in vain.

The Ohio Restoration.

When the Democrats got hold of the Ohio Legislature they stood the Congressional delegation on its head. They wanted the big end of the delegation—sixteen out of twenty-one, and they wanted McKinley out of the way. On this basis they gerrymandered the state. If they had carried the Legislature this time it was their intention to cut up the state for Presidential electors as they had for congressmen, selecting electors by districts instead of at large, as is the common practice. This is what is meant by Michiganizing a state, that is, carving up a state so as to return Democratic electors from a Republican state.

Since the Democrats have not picked up the Legislature this year it is not too much to expect that the Republicans will readjust the Congressional districts so that they may be about as they were before the Democrats got to work on them with their carving knives.

The Republicans of Ohio owe this much to the cause of protection, whose advocates in every part of the country have given to the Ohio brethren their hearty sympathy in the campaign against free trade. It is not probable that Ohio Republicans will need any urging to induce them to do their party and the people justice on this line.

John Sherman's Seat.

Ex-Governor Foraker's partisans in the matter of the Ohio senatorship are in a comfortable state of mind because they can figure out that his election is a sure thing. Forty-seven will nominate in caucus, and the Foraker men count at least fifty with more to hear from and the campaign young.

A Columbus special to the INTELLIGENCER gives the list together with the assurance from a Foraker man that his favorite is invincible and only awaits the formal proceeding. It may be so, yet the probability is that before the campaign closes the Foraker men will have occasion to revise their list. The INTELLIGENCER thinks it is well enough advised to cut that list now if this were necessary.

The Foraker men are amusing themselves with a game of bluff. Foraker's election is by no means assured. The strong probability is that Sherman will be his own successor. This the Republicans expect from their Ohio brethren.

Foraker has hosts of friends outside of the state as well as in it who would be glad to see him advanced, but not at the cost of shelving so experienced, able and safe a statesman as John Sherman.

They are Thinking About It.

Mr. Cleveland and Governor-Senator Hill are both glad that their party has triumphed in New York, but what becomes of the theory that they are the only men who can carry the state? Flower has bloomed in a day. Can he fill with his fragrance the Democratic national convention and lull the delegates into a soothing sleep while he walks with the nomination?

This is what Hill and Cleveland are thinking about, and they cannot look on the Flower without seeing the possible thorn. Yesterday there were but two big Democrats in New York; now there are three, and the new-comer has a bulging "bar" with a head that comes out easily.

Flower was nominated and elected by a combination of Tammany and state patronage representing an annual expenditure of more than \$50,000,000. Is it any wonder that Hill and Cleveland have their thinking caps on?

Tote Fair, Old Man.

The Cincinnati Commercial Gazette notes that "Canada is for Sherman" in the pending senatorial contest in Ohio, and quotes the Montreal Witness, which speaks of Senator Sherman as "one of the most moderate and solid of American statesmen." Elsewhere the Commercial Gazette says it feels that it has been "exceeding fair in presenting the claims of Sherman."

A newspaper of the standing of the Commercial Gazette should not be less than fair, especially to so old a servant of the people. Is it fair to insinuate that Sherman is the foreign candidate for a seat in the United States Senate? So far as the INTELLIGENCER's observation goes foreign candidates are not sought, nor would they be found, in the Republican party. The Commercial Gazette should tote fair in this business.

The Prince of Wales will to-day celebrate the fiftieth anniversary of his lucky birth. His wife and daughters will be enjoying themselves at Livadia, where the Autocrat of All the Russias and his wife are to celebrate their silver wedding. Why Wales could not do his celebrating at Livadia along with the rest of the top-sawyers, an eager world is not told. Perhaps they have no bacchanal there.

Princeton has knocked out the University of Pennsylvania, at foot ball. The earth and the fullness thereof seems to belong to the Pennsylvanians in these days, but they are a little slow on the foot ball question.

The INTELLIGENCER is unable to inform a correspondent how the streets of Wheeling are cleaned. It would be easier to describe the elaborate way in which they are not cleaned.

The Berlin bankers who impoverished their customers and then shot themselves would have performed a greater service if they had reversed the order of their proceedings.

The memories aroused by Mr. Merryman in his address before the Neotrophian Society of Bethany should stir the hearts of the friends of that honored institution of learning. No better monu-

ment could be raised to the memory of the illustrious founder than to place Bethany College on a firm foundation for all time, so that its usefulness may keep pace with its opportunities.

Among the heavy losers by the bank collapses in Germany are sundry counts. It is worthy of note that the counts who have large deposits to lose are not the kind who come to this country to make American girls happy.

When some other cities shall have dealt successfully with the spoke nuisance Wheeling may take hold and see why it is that the railroads allow their iron horses to blow so much unconsumed coal dust out of their nostrils.

MINISTER PHELPS has made corn bread a popular fad in Berlin. And still the Berliners are strangers to the delight of pone dipped in pot-liquor. That is a real consolation to the refined human stomach that knows a good thing.

It does not appear that Cleveland, Hill and Flower are singing "Comrades," a taking, albeit much-worn, air.

BREAKFAST BUDGET.

Theodore Thomas and W. L. Tomlins, music and choral directors of the Columbian Exposition of 1893, report to the managers that there should be two buildings for music provided, one on the wooded island to seat between 2,500 and 5,000 people, as shall seem best, and one in Jackson Park to accommodate between 15,000 and 20,000; the first to be for the highest artistic performances with an admission fee charged, the other to be employed for great popular entertainments.

Next fall would seem to be a good time to visit South Africa. An international exhibition is to be given at Kimberley. Steamship companies will offer passages at reduced rates, and the Cape Colony railroad will carry people from Cape Town to Kimberley for \$15, though the regular fare is \$90. The Diamond Mining company have consented to open their mines to exhibition.

A French journal announces a cure for obesity. This is never to eat more than one dish at each meal, no matter what the dish may be, and a person may consume a sufficient quantity to satisfy the appetite. No condiments, soups, or desserts are to be allowed.

Florida is probably the best timbered state in the union. Out of about 38,000,000 acres, only some 3,000,000 are included in farms, the rest, nineteen-twentieths, exclusive of the area covered by lakes and rivers, being covered with heavy forests.

In Virginia there are 15,000,000 acres of arable land lying untilled. The greater part of it is the property of large holders, who get no income from it and who do not possess the capital needed for its cultivation.

Mr. and Mrs. Stephen Osborne, of Knoxville, Tenn., are soon to celebrate the seventy-second anniversary of their marriage. They are respectively 101 and 92 years of age and have 200 descendants.

The latest and most gigantic hunting story comes from Caithness, Scotland, where, it is said, a lad of sixteen performed the extraordinary feat of killing two stags with one shot.

A runaway locomotive on the Blairtown (N. J.) railroad beat all previous records last Friday by making the twelve miles between Blairtown and Portland in six minutes.

According to the latest statistics there are 340,625 miles of railway on the earth, of which 138,750 miles, or 44 per cent are in the United States.

George Kennan is said to have cleared \$75,000 from his writings and lectures on the Russian exile system.

The National Barber is the name of a new paper just started in the interest of the art tonsorial.

Lawyer McCurdy who won the case for the Tilden heirs, receives \$400,000 for his fee.

MATTERS OF NOTE.

There are in a certain town in Middlesex county, Mass., two rival undertakers' establishments. One of these undertakers rejoices in a son who shares his parents' pride in the success of the establishment. A citizen of the town had been lying dangerously ill for some time, and the two professional men were anxiously awaiting the result. The patient died, and a passer-by saw the small son of the aforesaid executing a war dance in the front yard of his paternal mansion, while he loudly announced over the fence to all the neighbors: "Hooray! Father's got him! Father's got him!"

A well-known girl of Jackson, Mich., while traveling with a party in Switzerland, arrived at midnight very hungry at a little Swiss hamlet, where they were obliged to stay over night. They wanted something to eat, but could not make themselves understood. In the emergency the Jackson girl jumped upon a chair, flapped her hands upon her side and crowed. They had chickens for supper.

Wm. Price, of Jackson, Mich., was driving a bus across the railroad track last week when a train crashed into his team. He jumped for the headlight of the locomotive and caught one of the iron brackets supporting the lamp, and his life was saved. The bus was demolished and one of the horses killed.

While coming out of a Chicago theatre a defenseless young man had the sight of one of his eyes probably destroyed by a jab from a needle-like weapon that projected from the hat of a young woman who was accidentally thrown against him.

A gust of wind in western Michigan struck a door and slammed it against Benjamin Cope, aged seventy-eight, throwing him violently to the ground, fracturing his right leg above the knee. His recovery is doubtful.

The combination of ingredients found in Ayer's Pills renders them tonic and curative as well as cathartic. For this reason they are the best medicine for people of costive habit, as they restore the natural action of the bowels, without debilitating.

READ STEIFEL & CO.'S special "ad," fifth page.

The Astor family has a million sterling invested in English securities.

The Old Original Remedy Leads.

Sick people should not be deceived by pretenders who talk about "Microbi," "germs," "bacteria," etc. to sell their preparations, thus preventing people from buying the original tested medicine. "Radam's Microbe Killer" is what you need. It is now, and for years has been, making more cures than all other remedies combined. Investigate it before trifling with your health. Read their advertisement in this paper. Don't be deceived.

READ STEIFEL & CO.'S special "ad," fifth page.

ROYAL

BAKING POWDER
Absolutely Pure.

A cream of tartar baking powder. Highest of all in leavening strength.—LATEST U. S. GOVERNMENT FOOD REPORT.

THE NEW POLICE ORDINANCE.

Read at a Meeting of the Police Committee—Some of the Rules.

The new laws governing the police department, which had been prepared by a sub-committee of the Council committee on police with the assistance of City Solicitor Riley, were read at a meeting of the committee on Saturday evening. Under one ordinance the police department is to be composed of the police sergeant, his deputies, the keeper of the lockup and his assistant and the superintendent of the workhouse and his assistants. The clerk of the police court is made the clerk of the police committee and the custodian of the books and papers. Under the new rules the city sergeant is responsible to the Council committee on police, the members of which are to be entitled to a compensation of \$2 per day, not to exceed \$50 per year. A complaint book is provided for, and deputies may be removed or suspended. The formal election of a Sergeant, his qualifications, bond, etc., is provided for. The Sergeant must nominate his deputies to the Committee, which must inquire into capacity, and fitness of the nominees and report thereon to Council with a resolution confirming or rejecting the nominations, and no deputy shall act until he has been confirmed. The Sergeant shall on nominating the officers, designate two of them as Assistant Sergeant, one for day and the other for night, and the Sergeant or one of these assistants must be present in the police office at all hours. The Sergeant may require a bond from his assistants.

Provision is made for the removal of any deputy, Council also having the right to remove, on recommendation of the committee.

The ordinance provides, as at present, that no officer shall enter any saloon or house of prostitution, except in the discharge of his duty, under penalty of dismissal.

The lockup and the workhouse are put under general charge of the Sergeant and of the committee.

The ordinance providing rules and regulations contains 57 rules, of which the following are the most important:

Rule 1. Provides that regular meetings of the Committee on Police shall be held on the second and fourth Mondays of every month.

Rule 3. Sets forth that persons desiring police officers for private service must apply to the City Sergeant in writing, and the Sergeant, with the concurrence of the committee, or the President thereof, may make details, and charge therefor, if he deem proper.

Rule 6. Provides that personal property coming into the possession of the police must be turned over to the committee after three days, and shall then be returned to the owners or sold, and the proceeds turned into the city treasury.

Rule 7. Authorizes the committee to employ detectives, at a cost not to exceed any sum appropriated by Council.

Rule 11. It shall be his duty to promptly report to the committee any complaint made to him against any member of the Police Department.

Rule 13. Requires the sergeant to visit each ward in the city in person or by one of his assistants, at least once in every twenty-four hours, and see that his deputies are vigilant in the performance of duty.

Rule 14 says it shall be the duty of the sergeant to see that his deputies "enforce all the laws and ordinances of the city, and especially those * * * in relation to the sale of intoxicating drinks, the running of gambling houses and games of chance, the keeping of houses of prostitution, or harboring thieves, and to see that all ordinances relating to the observance of the Sabbath day are rigidly enforced, and to see that loitering on the streets and sidewalks and profane swearing to the annoyance of pedestrians and owners or occupiers of property are prohibited."

Rule 25 requires the sergeant to keep a book in which details of arrests must be entered.

Rule 26 prohibits any officer from becoming surety for any person arrested. Rules 33, 34, 35 and 36 provide for the conduct of officers while on duty, including the provision that they shall not talk to each other nor to others, while on their beats; except in the discharge of duties.

Rule 37 requires them to list and report all houses of prostitution, disorderly houses, gambling rooms, etc., which list must be entered in a book.

Chief Delbrugge was present at the reading of the ordinance, and will present suggestions to the committee, which will have a meeting Monday night. It is supposed the ordinances will be in shape to present to Council Tuesday evening.

For scrofula in every form Hood's Sarsaparilla is a radical, reliable remedy. It has an unequalled record of cures.

FOR FORTY YEARS DR. WM. HALL'S BALSAM

FOR THE + THE + LUNGS.
Has been a never-failing remedy for COUGHS, COLDS, CONSUMPTION, "LA GRIPPE," SORE THROAT, HOARSENESS, BRONCHITIS, CATARRH, INFLUENZA, ACUTE AND CHRONIC BRONCHITIS, ASTHMA, WHOOPING COUGH, CROUP, PLEURISY, PAIN IN THE SIDE AND CHEST, SETTING OF BLOOD, and all diseases of the

Throat, Chest and Lungs
Leading to CONSUMPTION
DR. WM. HALL'S BALSAM contains no opium, morphine, nor any deleterious drug. It soothes and heals the Membrane of the Lungs, inflamed and poisoned by disease, and prevents night sweats and tightness across the chest. It is pleasant to the taste. Be sure and ask for DR. WM. HALL'S BALSAM, and take no other.

FOR SALE BY LOGAN DRUG CO.
AND ALL DRUGGISTS. Price, 50c. per 60c. bottle.
DR. WM. HALL CO., NEW YORK.

NEW ADVERTISEMENTS.
A CABINET-MAKER OR CARPENTER can hear of a place by addressing Store Founder, care this office. no7
WANTED—A NURSE TO CARE for an 8-months old child. Middle aged lady preferred. Apply at 228 Chapline street. no7
WANTED—BY GENTLEMAN, board in private family. Sixteenth, Seventeenth or eighteenth streets preferred. Address "BOARD," INTELLIGENCER office. no3
French China
YOU CAN FIND THE Best Assortment of fine goods at Ewing Bros., 1125 Market St. Opp. McClure House
BEWARE OF FALSE REPRESENTATIONS of other Coal Dealers! R. TEASDALE, at the Hempfield yards is the only dealer in Pittsburgh second pool coal in this city. He keeps constantly on hand clean and nut coal, and sold at lowest possible prices. Try one load and you will have no other. Also oysters and fish received daily. Corner Sixteenth and Chapline streets, opposite Public Building. Call and see us. TEASDALE & RIXEY. Telephone No. 15. no2
Guns! Guns! Guns!
HOGE & BRO.
Dealers in Hardware and Farmers' Implements, No. 1113 Market Street (west side). Have just placed in stock the largest line of **GUNS** Ever brought to the city. All styles and grades of guns and at prices to suit everybody. no21-MWSAW
John W. Mules
—ARTIST—
Portraits for Christmas Presents. Studio 2154 Main Street. no19
GRAND OPERA HOUSE.
O. C. GENTHER, MANAGER.
3 Nights and Saturday Matinee, commencing **Thursday, November 12.**
Third season of America's Representative Irish Comedian,
JOSEPH J. SULLIVAN, In the Successful Musical Comedy-Opera,
The Black Thorn!
Pretty girls, new dances, sparkling music, and catchy songs, original specialties.
Special scenery for the entire production.
Under the management of C. W. WINNETT. Prices—Orchestra chairs, 50c; dress circle, 50c; gallery, 25c. Seats on sale at Genther's Store, 1067 Main street. no9
Family and Teachers' Bibles,
Prayer Books and Hymnals,
Color and Monotint Books,
Standard Sets, Poets, Toy Books and Booklets
—IN GREAT VARIETY.—
THE NEWEST STYLES AND DESIGNS.
CARLE BROS.,
1308 Market Street. no9
JAROS
HYGIENIC UNDERWEAR.
WOOL FLEECE KNIT.
FORMULA OF CONSTRUCTION.—Unspun Wool. Knitted into meshes of a cotton thread. Basis the Theories of Prof. Von Pettekofer, Parkes, Kreiger, Duck and others.
ADVANTAGES.—Capillary action of unspun wool upon the body. Greatest Hygienic qualities and non-irritating. Interstices naturally formed, stores body temperature, prevents rapid Radiation during Climatic Changes; also aiding Transpiration of Moisture. Porosity, Elasticity, Perfect Fit and Non-shrinkability are regarded.
EXCELLED in Rheumatism, Kidney Disease (Nephritis), Pulmonary Consumption, Catarrhal Tonsils, La Grippe, etc., as well as a general Prophylactic.
NOTE.—Features accomplished recognized by the Medical Profession since 1880, and endorsed by U. S. Army, U. S. Navy, Police and Fire Departments.
FOR SALE AT
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